



SANTA ANA DISTRICT NEWSLETTER

inform • educate • connect

July Vol. 3, Num. 4

Small Business Week Luncheon on June 2 a huge success

In This Issue

SBW 2010 Luncheon

IWE Hires New Director

Deputy Administrator Johns Confirmed

Five Tips for Selecting the Right Peer Forum

IRS HIRE Act Webinar

8(a) Program Update

Outreach Team Update

Chinese Trade Delegation to Visit

Lenders Roundtable - July 29

Veterans Event - August 18

In Every Issue

Congratulations to [this year's Small Business Week award winners](#), who were honored at our annual celebration. Ten awards were presented to small business owners and supporters, including Small Business Person of the Year, Small Business Person of the Year Runner-Up, Entrepreneurial Success Award, Veteran Small Business Champion, Minority Small Business Champion, Home-Based Business Champion, California Small Business Development Center of Excellence Award, Women's Business Center of Excellence, Financial Services Champion, and Women in Business Champion of the Year.

Emcee Lynette Romero, anchor of KTLA's News at 10, announced the winners to an audience of over 400 small business owners, advocates, and lenders.



From (L) to (R): Robert Morrow, Vincent McCoy, Hal Hays, Denise Hays, Lisa Marie Platske, Richard Ganulin, Jackie Steed, Grace Whitcomb, Michelle Skiljan, Beverly Bailey, Rachel Baranick, and Adalberto Quijada

The theme for this year's event was "Small Business: Driving America's Economy".

This year, students from John Adams Elementary School in Santa Ana submitted posters interpreting this year's theme through Junior Achievement. The judging committee selected three winners: Briana Gonzalez (Mrs. Mauga), Melody Khounchanh (Ms. Fraticelli), and Liliana Sandoval (Ms. Fraticelli). Nancy Russell of Commerce National Bank presented their awards.

About the
SBA

Santa Ana
District Office

Press
Releases

Lender
Ranking

Orange
County SBDC

Inland Empire
SBDC

Tritech SBDC

Orange
County
SCORE

Inland Empire
SCORE

Coachella
Valley
SCORE

Institute of
Women
Entrepreneurs

Inland Empire
Women's
Business
Center

Coachella
Valley
Women's
Business
Center

Jackie Steed, Home Based Business Champion of the Year, said, "It was truly a wonderful event. Thank you for all the hard work and attention to detail that went into putting it together. It is quite apparent that everyone in your organization truly loves what they do."



Emcee Lynette Romero addresses the crowd

Click [here](#) to see more photos from the event.

Small businesses are major contributors to the strength of the American economy. More than half of Americans either own or work for a small business. They also create 60-80 percent of new jobs in the country. Small businesses drive innovation, create 21st century jobs and increase U.S. competitiveness.

Every year since 1953, the President of the United States has proclaimed [National Small Business Week](#) to recognize the contributions of small businesses to the economic well-being of America. As part of National Small Business Week, SBA's Santa Ana District Office recognizes this special impact made by outstanding entrepreneurs and small business owners.

A special thanks goes out to the color guard, who are all members of the U.S. Army's 311th Signal Comand, for their participation in this year's Small Business Week Luncheon.

With Small Business Week 2010 under wraps, nominations for next year's small business awards will be accepted in the fall. Please contact Sylvia Gutierrez at sylvia.gutierrez@sba.gov or (714) 560-7454 if you have nomination questions.

IWE Hires New Director

The Orange County Institute for Women Entrepreneurs (IWE), hosted at Rancho Santiago Community College District is pleased to welcome their new director, Kari Caldwell. Ms. Caldwell, a long-time district administrator, comes to the program with experience in running economic development and community outreach programs.

Under her direction, the IWE will provide women entrepreneurs with business development services to grow and advance their businesses. Through a range of services including workshops, seminars and business counseling, the IWE will assist business owners with refining their practices.

The program is uniquely tailored to serve women entrepreneurs and provides quality services and innovative programs for the economic advancement of the underserved Orange County community.

To learn more about the IWE, visit www.ociwe.org or call 714-480-7455. The program is located at 2323 N. Broadway, Suite 240, Santa Ana, CA 92706. The IWE is funded in part through a cooperative agreement with the US Small Business Administration.



IWE Director Kari Caldwell

SBA Deputy Administrator Confirmed

Marie C. Johns, a longtime advocate for small businesses, was confirmed by unanimous consent by the U.S. Senate on June 22 as Deputy Administrator of the U.S. Small Business Administration.

Johns, who was nominated for the post by President Barack Obama, will be the second-ranking official at SBA, with major responsibility for management, policy development and program supervision.

"I'm thrilled to welcome Marie Johns as Deputy Administrator of the SBA," said SBA Administrator Karen Mills. "Over the past two decades, Marie has dedicated herself to creating great opportunities for small businesses and the local community in Washington, D.C. Marie's strong leadership will help provide small businesses with the guidance, support and tools they need to grow, create jobs and continue to drive economic recovery throughout the country."

"I am grateful to President Obama for his nomination and it is an honor to assume the role of SBA Deputy Administrator," Johns said. "I am excited to join Administrator Mills and the entire SBA team to serve the interests of small businesses across this country. The SBA mission is fundamental to the economic strength of our nation; that is, give small businesses the support they need to grow and create jobs."

Johns is a managing member of L&L Consulting, LLC, an organizational effectiveness and public policy consulting practice. Previously, she served as President of Verizon Washington. Under her leadership, Verizon Washington made significant strides in maintaining the company's financial health during tumultuous times in the telecommunications industry. Johns retired from Verizon in 2004, after 21 years of service in the telecommunications industry.

Johns has a long record of business and civic leadership. She is the former chair of the D.C. Chamber of Commerce, founder of the Washington, D.C. Technology Council, former chair of Leadership Greater Washington and founding chair of the Howard University Middle School of Mathematics and Science. While at Verizon Washington, Johns created the Students Educated for Economic Development Success program (SEEDS). SEEDS prepared over 200 high school dropouts for entry-level positions in the telecommunications industry, many of whom were hired by small local firms.

Johns currently chairs the board of the Howard University Middle School of Mathematics and Science and the Council for Court Excellence, and is a member of the board of Girl Scouts USA, the Advisory Board of the DC Department of Youth Rehabilitative Services, and the Women's Advisory Board of the Girl Scouts of the National Capital area. She earned her BS and MPA degrees from Indiana University's School of Public and Environmental Affairs, and was awarded an honorary doctorate of humane letters from Trinity University in Washington, D.C. Johns has been married for 38 years to Wendell Johns.

The Increasing Popularity of Peer Forums: Five Tips for Selecting the Right Program

Story by Larry Tucker, SCORE Counselor

You are a small business owner and perhaps you've been trained, coached and mentored. But there is still something missing. You feel lonely at the top. You need to share problems, ideas and solutions with a group of peers who are "in the trenches" with you, who have similar challenges with getting financing, using social media marketing, hiring the right employees, and addressing the myriad other problems that crop up day to day....a group of peers who would provide an independent, unbiased opinion of your vision, products and strategic plan...a group of peers who are understanding and empathetic, but honest and, at times, blunt.

This gap is being filled for business owners throughout the country through peer forums, groups of similarly situated business owners who meet monthly to solve specific issues and support each other in achieving business and personal goals. There are for-profit and nonprofit businesses running these forums. Some industry groups and associations offer them. **The Orange County Chapter of SCORE offers a CEO Forum Program for small business owners with at least \$1 million in annual revenue.**

If you are considering signing up for a peer forum program, here are some characteristics of successful forums:

1. There is a "process" for discussions. The most common fault of a forum is that it degenerates into a series of stories and random thoughts, with few real solutions. The forum should have a specific process led by the facilitator and followed by the members to achieve, in a set pattern, a thorough vetting of each issue and a practical set of ideas and solutions that the member can immediately use.
2. The facilitator "balances" the discussions. The facilitator should manage the process in a way that is helpful and empathetic, yet moves each issue to an efficient and thorough conclusion.
3. The members are truly peers. No two members should be in the same industry to avoid any concern about revealing competitive secrets. Sole practitioners probably don't belong in a group with business owners with employees. Fortune 1000 business leaders have different issues than small business owners. But, recognizing those parameters, business owners from different industries with different revenue levels can comprise excellent forums with shared issues and thoughtful, creative resolutions.
4. Confidentiality is key. Members must agree that the forum conversations not be shared with anyone from the outside. Most forums require a signed confidentiality agreement. Confidentiality is the foundation of trust necessary for a successful forum.
5. External Perspectives are helpful. Introducing outside speakers on a regular basis is helpful in providing fresh perspectives to the group. These should not be technical training sessions, but rather presentations or workshops on more strategic topics that encourage members to view their businesses, products, and practices from a different, maybe broader perspective.

If you'd like to learn more about how peer forums help their members become more successful, and specifically about the SCORE CEO Forums for small businesses, please click [here](#).

IRS HIRE Act Webinar Coming July 8

Under the Hiring Incentives to Restore Employment (HIRE) Act, enacted March 18, 2010, two new tax benefits are available to employers who hire certain previously unemployed workers ("qualified employees").

The first, referred to as the payroll tax exemption, provides employers with an exemption from the employer's 6.2 percent share of social security tax on wages paid to qualifying employees, effective for wages paid from March 19, 2010 through December 31, 2010.

In addition, for each qualified employee retained for at least 52 consecutive weeks, businesses will also be eligible for a general business tax credit, referred to as the new hire retention credit, of 6.2 percent of wages paid to the qualified employee over the 52 week period, up to a maximum credit of \$1,000.

Small Businesses can learn more about the HIRE Act at a July 8, 2010 IRS HIRE Webinar. They can learn about:

- The HIRE Act payroll tax exemption and retention income tax credit for employers who hire previously unemployed workers
- Who qualifies as an eligible individual for each benefit
- What businesses may claim each benefit
- How business can claim those HIRE benefits
- To register for this event, visit the Internal Revenue Service Webinar Registration Web site [here](http://www.irs.gov/businesses/small/article/0,,id=154825,00.html).

To get the latest IRS news and products and services subscribe to our FREE e-News on IRS.gov at <http://www.irs.gov/businesses/small/article/0,,id=154825,00.html>, click "Subscribe Now" at the bottom of the page and enter your e-mail address.

8(a) Business Development Program Update

Story by Karen Burgess, SBA Lead 8(a) Business Development Specialist

Annual 8(a) Matchmaking Event

The Santa Ana District Office 8(a) team hosted their 3rd Annual 8(a) Matchmaking Event on Tuesday, June 8, 2010. Thirty-three 8(a) firms were represented and each were given opportunities to meet with buyers for their products and services. The procurement offices that participated in the matchmaking were General Services Administration, U.S. Army Corps of Engineers, ROICC Barstow, Fort Irwin, March Air Reserve Base, California Department of Transportation, NAVFAC Southwest, in addition to prime contractor IAP World Services, Inc.



Karen addresses the crowd at our annual 8(a) matchmaking event

In addition to the buyers that were present at the event, representatives from surety bond providers, the Orange County Small Business Development Center, and SBA's Office of Government Contracting were in attendance as well.

This event was very well received and a follow-up survey will be administered to determine the economic impact of this event.

Outreach Team Update

Story by Jill Andrews, SBA Lead Business Development Specialist

Small Business Week

Outreach Team Members Sylvia Gutierrez and Chris Lorenzana spent a great deal of time planning and organizing Small Business Week activities. Sylvia encouraged applications and packaged the submissions for judging and helped nominees move through each stage of the competition. Her efforts helped to secure several winners at the state and regional level. Chris was in charge of the creative development and promotion for the event. Everything from the first "save the date" card to the program for the event were produced by Chris. The entire Outreach team assisted on the day of the event.

Menifee Valley Program

Highlights included a seminar with the Riverside SCORE Chapter in Sun City on June 17 that was attended by approximately 40 small business owners who learned about internet communications and marketing. Both the SCORE Chapter and the IE Women Business Center supported the event and received several new counseling clients as a result. Provident Savings Bank in Sun City provided space for the event. Two additional programs are planned in the area. One will be held on July 22 with the help of the Inland Empire Small Business Development Center at the Senior Center in Menifee on the topic of Home-based Businesses. The third will be focused on Veteran Services on August 19. The third and last of the series of programs will be provided in conjunction with the IE WBC. These programs have been coordinated by Jill Andrews.

Cypress Match Maker

A mini-trade show and match-making event was held on June 24th in the City of Cypress. Approximately 120 small business owners and supporters attended. Buyers from the General Services Administration, Veterans Administration, Los Alamitos Race Track, City of Cypress Purchasing Department, Orange Coast Water Company, and AT&T were also in attendance. Acting District Director Rachel Baranick provided comments at the opening session, along with the Mayor and Mayor pro-tem of Cypress, and Mike Waterman of Marriott International.

Pete Foley of Orange County SCORE, Gloria Gomez of our 8(a) team, and Mark Mitchell from TriTech SBDC presented break-out sessions on sales techniques, government contracting certifications, and how to make your business remarkable.

Rep. Sanchez

Outreach team member Sylvia Gutierrez was interviewed by Representative Loretta Sanchez on the topic of small business & access to capital, to be aired on her public access cable TV show, *Loretta Live*. The taped segment will be aired on local TV channels in Orange County.

Chinese Trade Delegation to Visit

Story by Paul Smith, SBA Business Development Specialist

Approximately 25 members of the Jiangsu Province Administration of Industry & Commerce will be visiting

Southern California to learn more about the programs and services offered by various industry & government resource providers. Business Development Specialist Paul Smith will address the group on July 2nd to provide an overview of the assistance that SBA offers to small businesses. Their agenda includes visits to the Department of Consumer Affairs, the Port of Los Angeles, and the Los Angeles Chamber of Commerce.

July 29 Lender Roundtable Planned

SBA will be launching the new First Mortgage Loan Pooling Program to jump start the secondary market for SBA 504 loans on July 1, 2010. Our district office will be co-hosting a Lender Roundtable on July 29, 2010 to educate lenders about the value of SBA 504 loans and in particular this new program and its benefits.

Presenters at this event include Jordan Blanchard, Executive Vice President & Manager for CDC Small Business Finance, Direct Capital Department, and William Sommer, Senior Vice President & Regional Director of Zions National Real Estate. Mr. Sommer will speak about the value of 504 loans and Mr. Blanchard will explain the new SBA 504 First Mortgage Pooling Program. He has previously presented on this topic to the trade organizations NAGGL and NADCO.

The event will be held at the Fullerton Marriott from 7:30 am to 10:00 am. Cost of attendance is **\$40**.

Lenders in attendance can expect to:

- Learn about the 504 program in general
- Learn how the secondary market works and how lenders can benefit from this new market
- Increase first mortgage lenders profitability
- Network with fellow lenders to help take advantage of this new program

Questions regarding registration may be directed to Iris Miranda at the Santa Ana Lead Regional SBDC at (657) 278-2719.

Please see <http://business.fullerton.edu/sbdc> to register online.

Veterans Event Planned for August 18

Doug Dare, Veterans Business Development Officer for the Santa Ana District Office, is planning an event for veterans and their spouses who are interested in starting their own business or growing their existing business. This event will feature six workshops and will be hosted at the Mission Viejo Community Center on August 18th from 3-7pm.

Workshop topics and speakers include the following (to be confirmed):

Selecting the Right Franchise for You - Blair Nicol, FranNet
Selling Techniques that Work - Carl Woodard, SCORE
Government Contracting 101 - Leila Mozzafari, OCSBDC
Financing for a Start-Up (to be confirmed)
Networking: A Critical Skill (to be confirmed)
Consulting as a Business (to be confirmed)

Each workshop will be between 1 and 1 1/2 hours long and offered twice, with a networking & keynote presentation break in the middle.

To register, please visit vetdev2010.eventbrite.com. Questions regarding the event may be directed to Doug Dare at (714) 560-7467.

SBA's Patriot Express Loan Program was established to support veteran entrepreneurship. Veterans, service-disabled veterans, active-duty service members, Reservists and National Guard members, as well as spouses and widowed spouses of these groups are eligible to apply for these loans, which feature the fastest turnaround time of the SBA loan programs and qualify for our maximum guaranty. Patriot Express loans are available in amounts up to \$500,000 and also have a lower interest rate maximum than other SBA Express loan programs.